

Mobile Learning Opportunities and Challenges

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*Mobile Learning
Immersive Learning Technologies*

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- 4.6 billion
- 3.4 billion
- 1.2 billion
- 3x
- 1.13 billion
- 270 million
- 17 months
- 4 years



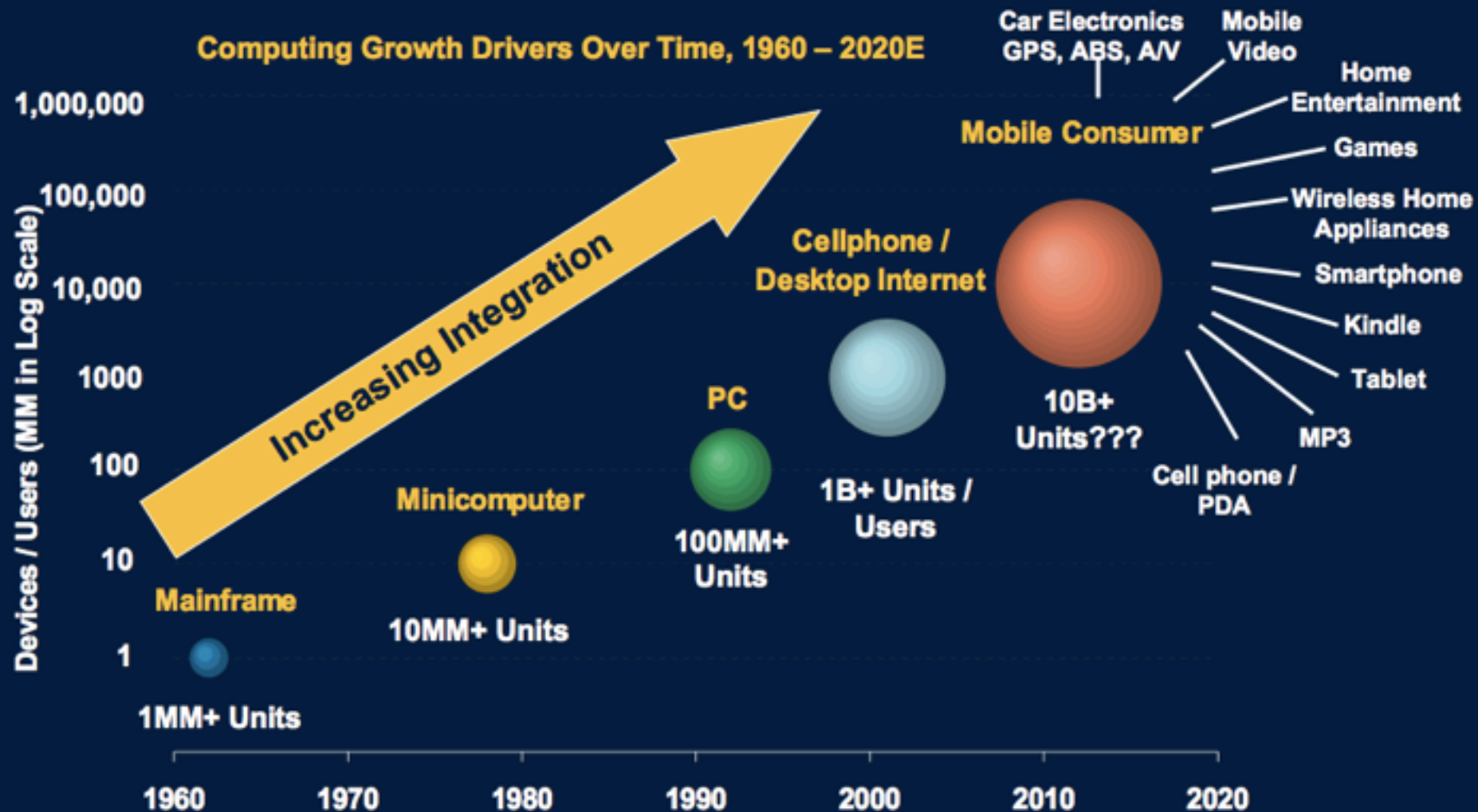
Size of the Global Mobile Market (2009)



Global Population approx 7B
Each dude represents approx 100M subs

New Computing Cycles Supported by 10x More Devices

Opportunities for Semiconductor / Hardware / Software / Services



Challenges





Security

Five Moments of Learning Needs

- When learning for the first time
- When wanting to learn more
- When trying to remember
- When things change
- When something goes wrong



Dr. Conrad Gottfredson

Definition?

“The exploitation of ubiquitous handheld technologies, together with wireless and mobile phone networks, to facilitate, support, enhance and extend the reach of teaching and learning.”

MoLeNET

“Mobile learning, or m-learning, can be any educational interaction delivered through mobile technology and accessed at a student’s convenience from any location.”

Educause ELI

- “Mobile phones are misnamed. They should be called ‘gateways to all human knowledge’.”



Ray Kurzweil, Futurist





It's Not About
the Device

Opportunities



Looking Ahead...

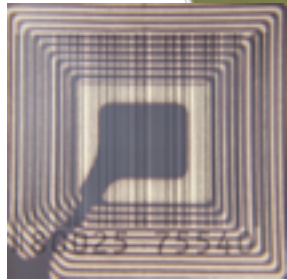
- Location
 - Mobile broadband
 - Recognition
 - Accelerometers
 - Context aware
 - Augmented Reality
 - Machine to machine
 - Near Field Communication
 - Personalization
- Sensors
 - Orientation
 - Heart rate
 - Blood glucose
 - Pulse



- Free mobile information service
- Promote maternal and child health
- Texting BABY (or BEBE for Spanish) to 511411
- Free SMS text messages each week, timed to their due date or baby's date of birth
- Government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations



Interactivity

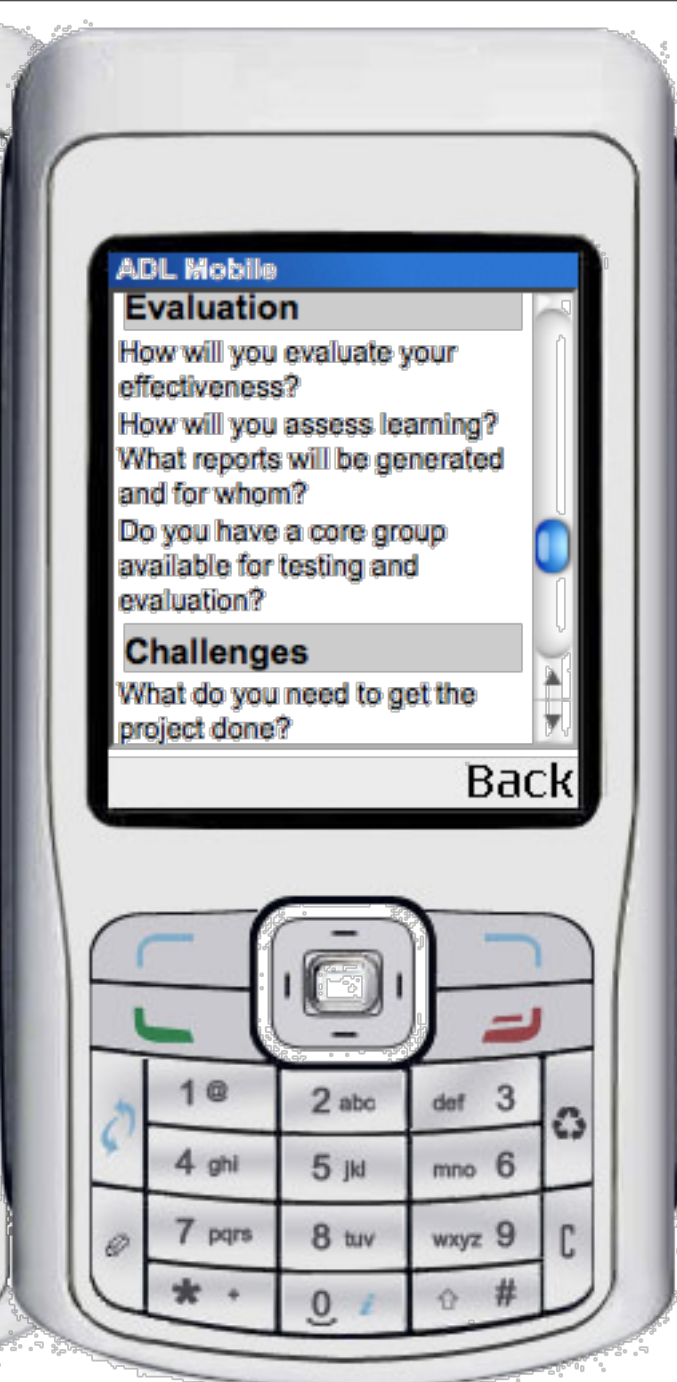
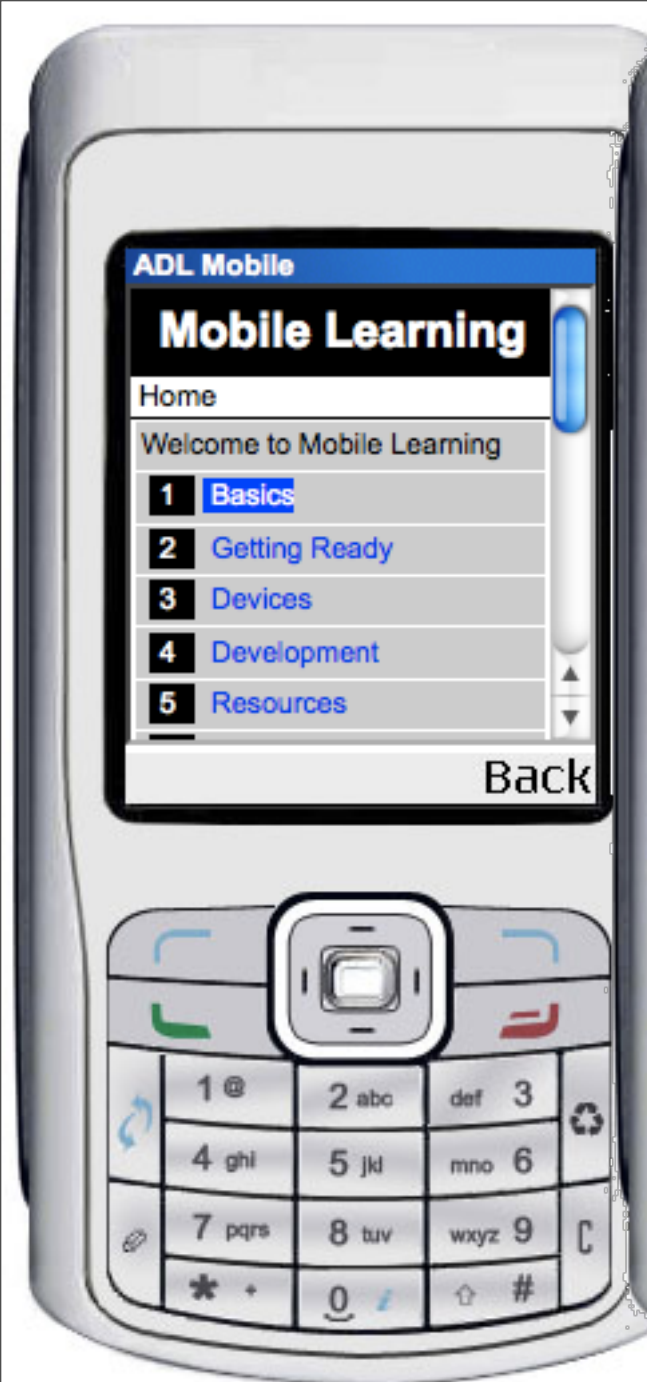


QR Codes



Transparent Devices














LOADING

Mobile Learning

-  The Basics
-  Getting Ready
-  Devices
-  Development
-  Resources
-  Advanced
-  About ADL

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Mobile Learning

Mobile Learning Basics

Welcome to Mobile Learning Basics. The menu items below will help you get started with mobile learning.

-  Definitions >
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-  Capabilities >
-  Industry Statistics >
-  Quotes >
-  Five Moments >



Questions or Comments?

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